

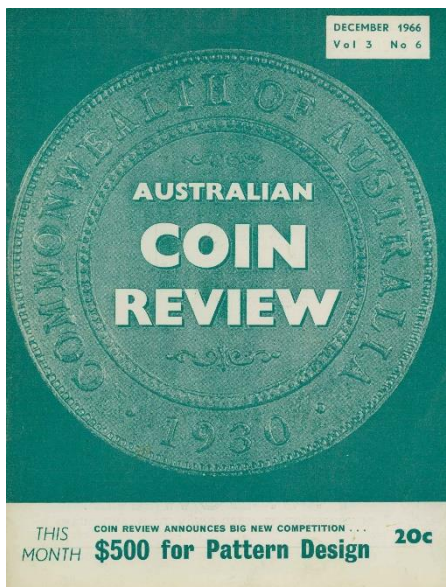
# 60 Years On: The Legendary Swan Dollar Returns



## Australia's most sought-after 'coin' to be struck again in 60-year celebration.

In the December 1966 issue of the Australian Coin Review (ACR), John Gartner, founding owner and editor of the magazine, planted the first seed of what has since become one of Australia's most popular and sought-after numismatic icons.

A competition was announced calling for enthusiasts to submit their best designs for a new 'crown-sized' coin of Australia. The competition, which attracted interest and entrants worldwide, was the first of its kind and offered financial prizes that were potentially life-changing at the time.



## Coin Review Announces Big New Competition

*Excerpt from the 1966 December issue:*

"Feeling it was high time that Australia had a new 'crown' sized piece, Coin Review today launches a competition for the best design for a crown-sized coin of Australia.

There will be prizes for first, second and third - \$500, \$200 and \$100 respectively. However, if the winning design is good enough - and we have reason to believe Australia can produce a handful of high-quality designs - then Coin Review will undertake to have this design struck and made available to the coin collecting public.

In this case, the winning design will be guaranteed a further one thousand dollars, making the total first prize \$1,500."

***Pictured: Front cover of the 1966 December issue.***

Given that the median house price in Melbourne at the time was just over \$8,000, the announcement created quite a stir. On page one of the August 1967 issue of the ACR, the competition winner (Andor Meszaros) and accompanying design were announced.

Although it remained a popular issue with collectors, for the next 30 years the Swan Dollar was seemingly on hiatus. Prices steadily grew over the years, with silver examples trading for \$100 to \$150 in the 1980s. The gold examples were rarely seen at public auctions throughout this period, and very few sales were recorded.

From 2000 to today, the Swan really started to fly. At that time there was a huge advance and interest from collectors in the condition and quality of numismatics in Australia. With the

## Winning Crown Design



ANDOR MESZAROS

introduction of third-party grading, collectors began to pay hefty premiums for the very best examples available.

Last year at the International Auction Galleries October sale, the finest gold example to come on the market in many years sold for an incredible \$46,970.

## The Swan Dollar Returns in 2024

July 2024 marks the 60th anniversary of the first issue of the ACR. Over the decades the magazine has seen its ups and downs, surviving recessions, countless changes in ownership and chief editors, rebrands, joint ventures, and collaborations with other numismatic magazines.

Similarly, the Australian numismatic market has seen great highs and great lows over this time. Despite the turbulence, the ACR has endured, largely due to the unwavering support of the collecting community.

In celebration of 60 years, the ACR has engaged the Royal Australian Mint to manufacture a commemorative 2024-dated Swan Dollar (*not legal tender*). The 2024 release will feature the exact mintages as the original release.



One major variation in the 60th Anniversary release will attract the interest of collectors both old and new: the addition of a Brilliant Uncirculated AlZnBr striking of the 2024 Swan Dollar, which will be free to all new and existing magazine subscribers.

## Coin Review Announces *Another* New Competition!

A further addition to the new release will be the VIP Silver Proof issue case. It has been designed and themed like the popular 1966 VIP Mint Set from the Royal Australian Mint.

Limited to 100 pieces, on December 1st 2024 a prize draw will be livestreamed from the ACR headquarters for the #1 issue. All new and existing subscribers to the ACR magazine will automatically be entered into the draw to win.

**The 2024 Swan Dollars are expected to be delivered in September, with pre-sale now open.**

For more information visit [www.australiancoinreview.com.au](http://www.australiancoinreview.com.au)